MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2022/2023

BCT1024 – CRITICAL THINKING AND APPLICATIONS IN MANAGEMENT

(All groups)

8 JULY 2023
9.00 a.m. – 11.00 a. m.
(2 hours)

INSTRUCTIONS TO STUDENTS

1. This Question Paper consists of **FOUR** parts and 5 pages (*excluding* this cover page).
2. Please answer ALL questions in **ANSWER BOOKLET**.

PART A: ARGUMENT COMPOSITION (30 marks)

Read the following news article and compose a sound argument.

Cancel Coldplay concert, says PAS leader

Central working committee member Nasrudin Hassan asks Putrajaya if it wants to encourage 'hedonism and deviant cultures' in Malaysia.

FMT Reporters - 10 May 2023, 2:05pm

PETALING JAYA: A PAS leader has urged the government to cancel British rock band Coldplay's concert here scheduled for November.

PAS central working committee member Nasrudin Hassan asked Putrajaya if it wanted to encourage "hedonism and deviant cultures" in the country, by allowing Coldplay to perform here.

In a Facebook post today, Nasrudin attached pictures of Coldplay's frontman, Chris Martin, holding up the lesbian, gay, bisexual and transgender (LGBT) flag at a concert in London.

"I advise (the government) to cancel the concert. It brings no benefit to race, religion or country," said Nasrudin, a former one-term Temerloh MP.

Coldplay had announced their highly anticipated return to Asia with a run of stadium shows in November as part of their record-breaking "Music of the Spheres" world tour.
The band's first show in Malaysia will be held on Nov 22 at the Bukit Jalil National Stadium.

The five-member band led by vocalist and pianist Martin have picked up accolades, including Favourite Touring Artist at the 2022 American Music Awards, and Tour of the Year at the 2023 iHeartRadio Awards.

Prime Minister Anwar Ibrahim had posted a video in response to Coldplay's announcement, welcoming the band to Malaysia and saying, "See you in November!"

(Source: FMT (10 May 2023). Retrieved from https://www.freemalaysiatoday.com/category/nation/2023/05/10/cancel-coldplay-concert-says-pas-leader/)

You should state:

1. (C) = ONE Conclusion (2 marks)
2. (P1) = Premise 1 (4 marks)
3. TWO (2) DSEARA to support P1 (10 marks)
4. (P2) = Premise 2 (4 marks)
5. TWO (2) DSEARA to support P2 (10 marks)

Continued...

PART B: PROBLEM SOLVING (40 marks)

Instruction: Read the following news article and help to solve the problem.

Malaysia's brain drain significantly higher than global average, says minister Sivakumar

By AFIQ HANIF / Pic by BERNAMA

Malaysia's brain drain has reached a level that has got the government 'taking it seriously', according to the Human Resources Minister V Sivakumar.

He said Malaysia's brain drain rate stands at 5.5% of the population, significantly higher than the global average of 3.3%.

"We have highly skilled and talented individuals seeking better opportunities abroad. Malaysia has been facing this issue for many years, with many of its brightest minds leaving the country to pursue careers overseas.

"Some might think it's normal and they can learn something and come back...but the government is taking it seriously," he told the press after meeting more than a dozen industry players for a dialogue organised by Talent Corporation Malaysia (TalentCorp) in Kuala Lumpur today (March 7).

The minister said the brain drain phenomenon has significant implications for Malaysia's economy, particularly in terms of human capital development and productivity.

"We have 1.8 million rakyat who work abroad with 1.13 million alone working in neighbouring country, Singapore," he said.

He added, the loss of talented individuals can result in a shortage of skilled labor, which can hinder economic growth and development.

Sivakumar said the government is taking several measures to attract and retain skilled workers.

"The government has also introduced various policies and incentives to encourage local businesses to invest in human capital development and training," he added.

However, the minister acknowledged that there is still a long way to go in addressing the brain drain issue in Malaysia.

The Department of Statistics Malaysia data showed Singapore being "the most favoured country" with 54% of Malaysians being employed there, followed by Australia (15%), the UK (5%) and the US (10%).

Citing the World Bank's Monitor Report, California-based Stanford Computer Science has noted that among the main factors behind the Malaysian brain drain phenomenon are the "less attractive salary and benefits" offered in the country, the lack of career prospects, and the unavailability of opportunities in certain fields.

(Source: Hanif, A. (2023). Retrieved from https://themalaysianreserve.com/2023/03/07/malaysias-brain-drain-significantly-higher-than-global-average-says-minister-sivakumar/)

Questions:

1. Formulate a problem statement by identifying the expectation, reality and gap which exist in the issue above. (3 marks)

2. Using the Kepner-Tregoe Analysis to identify **SIX (6)** relevant questions that can assist you in analysing the problem. **Explain** how these questions help you to analyse the problem. (12 marks)

3. Using the SCAMPER technique, demonstrate how you generate **FIVE (5)** solutions to the problem. Your solutions must solve the 'root cause' of the problem that you identify in the previous question. (15 marks)

4. Decide on which solution(s) that you identify in previous step should be implemented, explain the reason(s). (10 marks)

PART C: IDENTIFYING FALLACIES (20 marks)

Please **identify** the **types of fallacy** (e.g., Hasty generalization; sweeping generalization; post hoc; slippery slope; false analogy; Ad hominen – abusive, circumstantial, tu quoque; Ad populum – scare tactics; appeal to vanity, etc.) committed in the following passages.

1. Mr. Editor, I'm sure that you will not want to run a story in your paper about my arrest for drunk driving. The company I own spends thousands of dollars every year for advertisements in your paper. Think hard about that before you print the story about my misadventure.

   This is an example of a/an _____

2. *Jane*: I notice you drink a lot of coffee in Styrofoam cups. Each year Americans throw away 25 billion Styrofoam cups, and they're not biodegradable. Have you ever considered switching to a reusable coffee mug?
   Robert: Don't give me that! If you're so keen on saving the earth, why don't you recycle all those aluminum cans you drink from?

   This is an example of a/an _____

Continued...

3. It rains a lot in Langkawi in December. I know because I spent two weekends in Langkawi last December, and both times it rained like cats and dogs.

   This is an example of a/an _____

4. Mr. Kamarul has argued for bilingual education. But who is Mr. Kamarul? Is he a trained educator? No, he is a high-school dropout who once served time for drug possession. His argument, therefore, is worthless.

   This is an example of a/an _____

5. "I am not going to watch the latest Star Wars movie. It is produced by Disney studio. Disney produce childish movies. I don't want to waste my money watching a childish movie."

   This is an example of a/an _____

6. "Learning mathematics is like learning to ride a bicycle. Once you've mastered it you don't lose it."

   This is an example of a/an: _____

7. "On 26th May 2021, when the government opened its online slots to register for the Covid-19 vaccination appointment, I was trying so hard to register on the Malay and English language online platforms, but I failed to register in each platform respectively. After I changed to the Tamil language platform, I suddenly could register for the appointment. I guess if you had tried to register your Covid-19 vaccination on the Tamil language platform, you too could register".

   The speaker is using: _____

8. "I visited Kedah once and the laksa was delicious. I bet Kedah has many interesting places that we can visit too.

   This speaker has just used: _____

9. Melinda: Prof, I deserve an A in your coursework. I know that you've always been a fair evaluator and besides you've always been such a nice professor. I admire how you conduct your class, and I've enjoyed your lecture so much. I think it would be a waste if I don't get an A from the most respectful professor like you in our faculty.

   Melinda has just used: _____

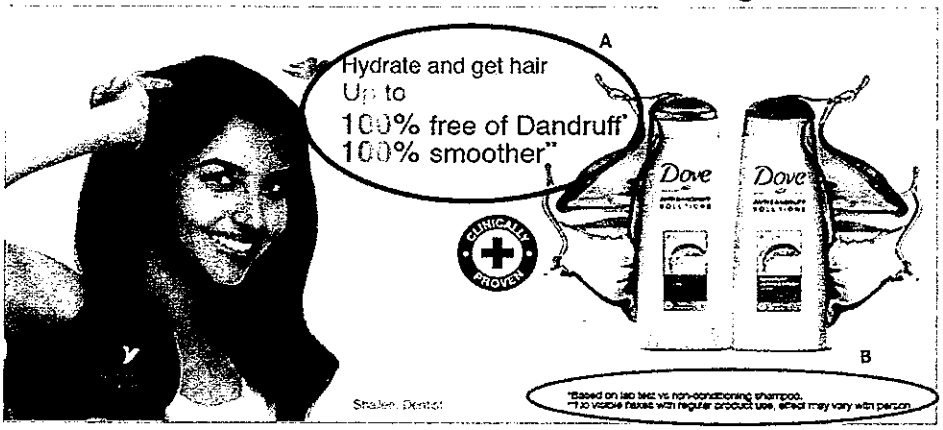
Continued...

10. If you don't come here by noon, I will leave you and you have to walk to the campus by yourself.

    This is an example of a/an: _____

PART D: ADVERTISEMENTS GIMMICKS (10 marks)

Identify the ploys/gimmicks that had been used in the following advertisements.



1. Refer to the above Dove dandruff shampoo ad: "Hydrate and get hair Up to 100% free of Dandruff *100% smoother**" (A) is using:

   Answer: _____

2. Refer to the above Dove dandruff shampoo ad: "*Based on lab test vs non-conditioning shampoo; **No visible flakes with regular product use, effect may vary with person" (B) is using:

   Answer: _____

3. Lands' End catalogue: "Lands' End Sport: Six pages dedicated to you VITALITY. BALANCE. SPIRIT."

   Answer: _____

4. Airasia ad: "Now Everyone Can Fly."

   Answer: _____

5. An ad for Levi's shows an attractive female in her jeans, lying on a sofa."

   Answer: _____

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